

Tennessee's YR&F Beef Backer Contest

Guidelines for promoting July Beef Month in Tennessee



Promotion Purpose:

- To encourage consumers to purchase and prepare more beef this summer
- To recognize county YF&R groups involved in promoting beef in their community

Promotional Details:

- YF&R group chooses the details of promotion (i.e., time, date, etc.)
- Events can be shared on personal and community social media pages, but must be hosted by county YF&R or community page
- Winners will be determined by evaluations turned in after promotion
- Counties must fill out [Evaluation Form](#) and send video/promotion details for judging

Judging Criteria:

- CREATIVITY
- Estimated reach of promotion in community
- Established talking points for promotion
- Giveaways held at event
- Use of Beef promotional materials at event provided by the Tennessee Beef Industry Council
- Event promotions in local newspapers, magazines, radio, etc.
- Direct consumers to www.beefitswhatsfordinner.com for more recipes and beef information.
- Event must take place between June 17 - July 31, 2024

Top 3 Promotions will receive the following monetary prizes.

- **1st Place Winner: \$1,500**
- **2nd Place Winner: \$1,000**
- **3rd Place Winner: \$500**

All checks will be made to the county YF&R organization. Winners will be presented during the YF&R Luncheon at the Annual Farm Bureau Convention in December.

Section VI of the YF&R section in TFBF County Awards of Excellence (CAE) report could garner a county five points for involvement in the Beef Backer program.

Evaluations must be submitted by August 19th, 2024

Questions?

Contact Emily Haskew at ehaskew@tnbeef.org